

3-SEASON 2019 CAMPAIGN

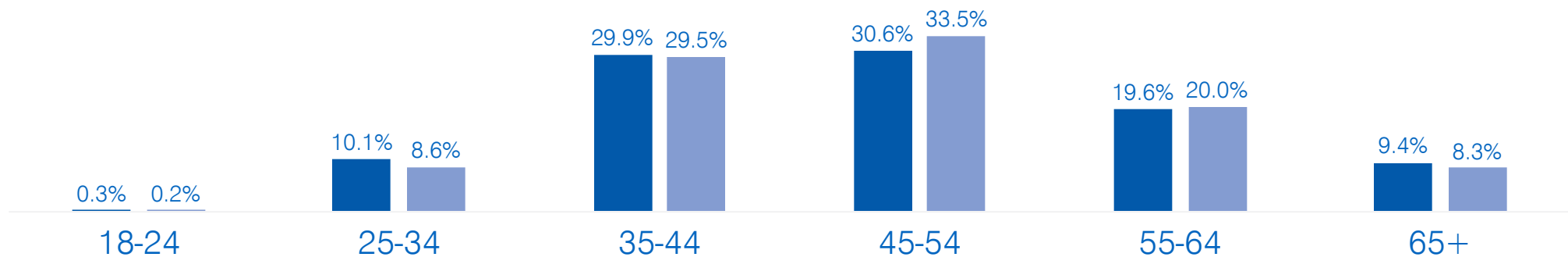
2.15.19 – 4.15.19

DIGITAL SUMMARY

- Among non-CTV partners there have been 437,774 post impressions (0.74% PIR). This is slightly ahead of the 2018 campaign (0.69% PIR).
- There have been **124k** post impression activities on Visit Utah's website, this is down **20%** compared to last years campaign.
- We have tracked **8.6k** hotel bookings for a total revenue of **\$2.3M**.
- According to an ongoing survey by Nielsen on behalf of Dstillery, Ad Exposed audiences are showing an early lift of **117%** in intent to vacation in Utah.

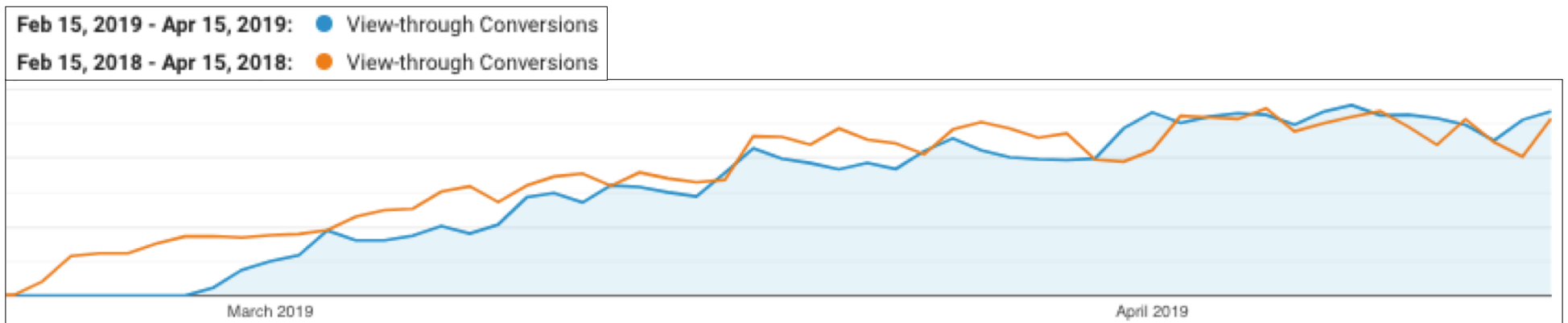
Hotel Bookings Chart

■ Impressions ■ Conversions



YEAR OVER YEAR PERFORMANCE

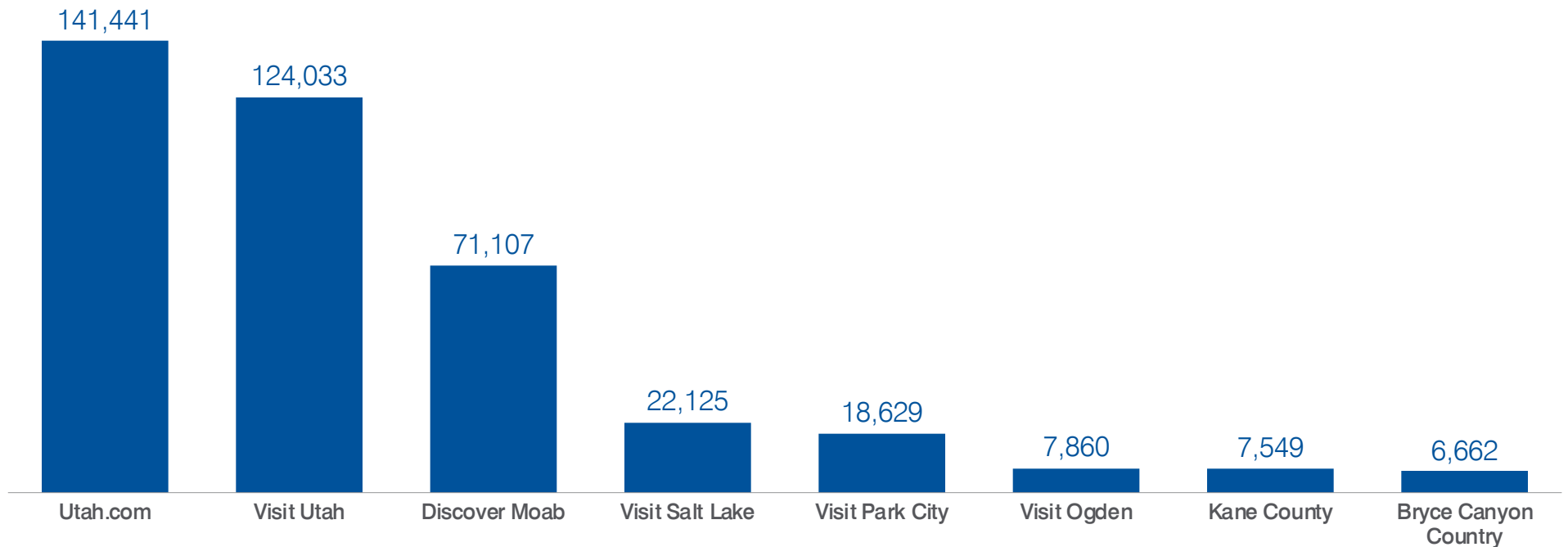
- The 2019 campaign started off slower than last year's efforts, but from April onward has matched that pace set by that campaign.



POST IMPRESSION RATE - ACTIVITY

- Utah.com, Visit Utah, and Moab have garnered the most post impressions in the campaign so far.

Post Impressions by Activity



THANK YOU

LOVE